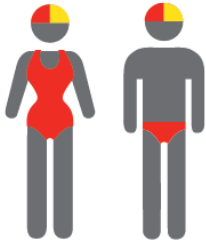




MEMBERSHIP STATISTICS MID SEASON REPORT 24-25



129

ACTIVE MEMBERSHIP



13% Increase



363

TOTAL MEMBERSHIP



8% Decrease



105

JUNIOR MEMBERSHIP



18% Decrease

The primary objective of providing you with your membership statistics is to drive key strategies that will ensure that your club membership is sustainable for the future. Total Club Membership is presented to highlight the latent active membership potential, particularly in the 5 – 13 Junior Activities and Associates categories.

Sustainability

Surf Clubs sustain their Active Membership from multiple streams:

- Schools Programs
- Junior Activities – U14's
- Associates – Parents/ guardians of nippers (Family Participation Program can assist encourage family members to get involved)
- General Public – Bronze courses

Approx. 60-85% of all Active Members in surf clubs are generated directly or indirectly from Junior Activities.

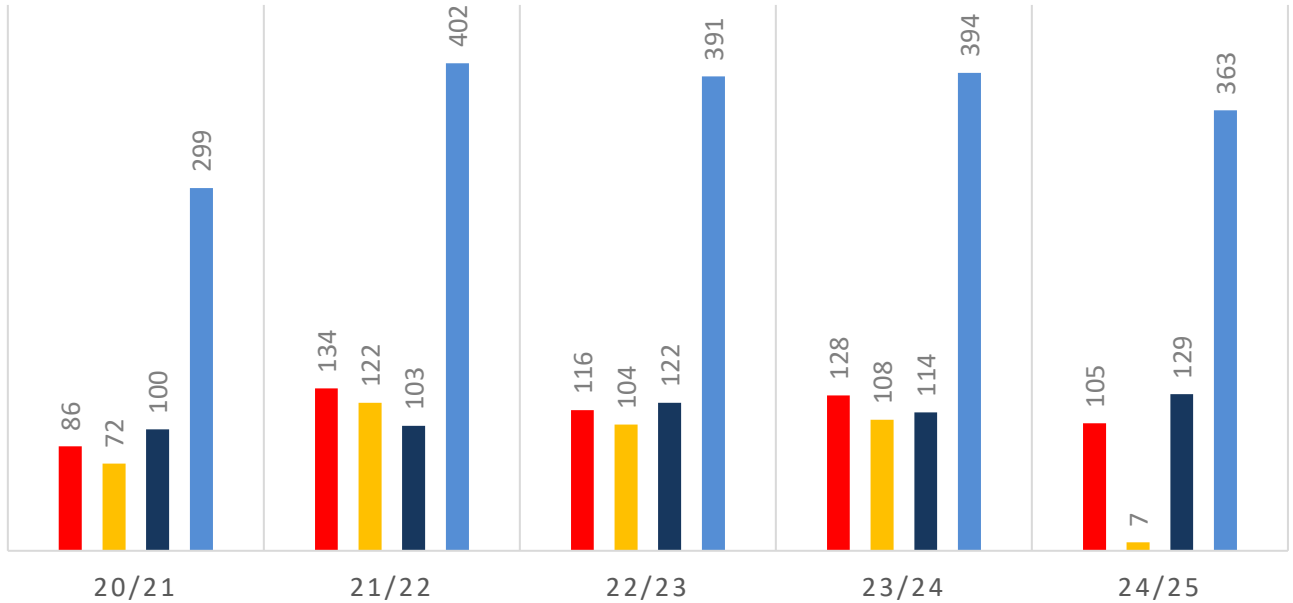
Note:

- Club Membership Statistics are delivered twice each season in January and May
- Numbers in this report are generated directly from Surfguard;
- Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

5 YEAR TREND ANALYSIS

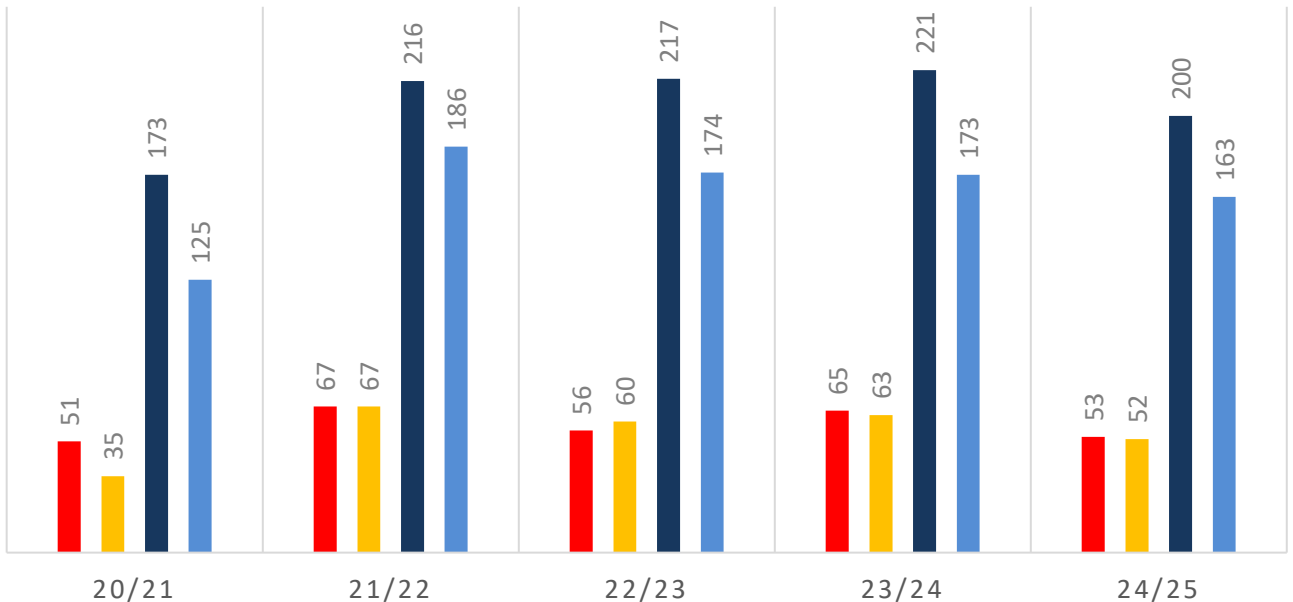
MEMBERSHIP TOTALS

■ Total JNR ■ Total Associate ■ Total Active ■ Total Membership



GENDER BREAKDOWN

■ Total JNR MALE ■ Total JNR FEMALE ■ Total Member MALE ■ Total Member FEMALE



MEMBERSHIP RETENTION



86

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



127

MEMBERS LOST FROM THE ORGANISATION

| North Kirra 24/25 Mid-Season | | | | | | | | | | | | | |
|------------------------------|------------|-----------------------------|------------|-----------------------------------|-----------------------------|-----------|-----------------------|------------|-------------------|------------|-------------------------------|-----------|------------|
| | 2023/24 | Retained from previous week | | Transfers between Club Categories | Transferred out of the club | | Left the organisation | | Brand new members | | Transfers In from other clubs | | 2024/25 |
| Probationary | 0 | 0 | | | 0 | | 0 | | 1 | | 0 | | 1 |
| Nipper Parent | 0 | 0 | | | 0 | | 0 | | 37 | | 4 | | 80 |
| Junior Activities | 128 | 66 | 52% | 5 | 5 | 4% | 57 | 45% | 37 | 29% | 7 | 5% | 105 |
| Cadet Member (13-15 years) | 7 | 4 | 57% | | 0 | 0% | 3 | 43% | 0 | 0% | 0 | 0% | 5 |
| Active (15-18 yrs) | 11 | 9 | 82% | | 0 | 0% | 2 | 18% | 0 | 0% | 0 | 0% | 10 |
| Active (18yrs and over) | 91 | 84 | 92% | | 0 | 0% | 7 | 8% | 8 | 9% | 5 | 5% | 108 |
| Award Member | 5 | 5 | 100% | 1 | 0 | 0% | 0 | 0% | 1 | 20% | 1 | 20% | 6 |
| Reserve Active | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Long Service | 15 | 15 | 100% | | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 15 |
| Past Active | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Associate | 108 | 51 | 47% | 46 | 2 | 2% | 55 | 51% | 2 | 2% | 0 | 0% | 7 |
| Life Member | 28 | 25 | 89% | | 0 | 0% | 3 | 11% | 0 | 0% | 0 | 0% | 25 |
| General | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Honorary | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Non Member Participant | 0 | 0 | | | 0 | | 0 | | 0 | | 0 | | 0 |
| Leave / Restricted | 1 | 1 | 100% | | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 1 |
| Total Active | 114 | 102 | 89% | | 0 | 0% | 12 | 11% | 9 | 8% | 6 | 5% | 129 |
| Total | 394 | 260 | 66% | | 7 | 2% | 127 | 32% | 86 | 22% | 17 | 4% | 363 |

** Total Active = Cadet Member (13-15 years), Active (15-18), Active (18yrs and over), Award Member, Reserve Active

MEMBERSHIP RETENTION

| North Kirra 24/25 Mid-Season | | | | | | | | |
|------------------------------|---------|----------|-----|----------|-----|-----------|-----|---------|
| Active Members | 2023/24 | Retained | | Left SLS | | Recruited | | 2024/25 |
| | No. | No. | % | No. | % | No. | % | No. |
| 13-15 Years | 6 | 3 | 50% | 3 | 50% | 0 | 0% | 7 |
| 16-18 Years | 18 | 15 | 83% | 3 | 17% | 0 | 0% | 11 |
| 19-25 Years | 36 | 34 | 94% | 2 | 6% | 2 | 6% | 39 |
| 26-35 Years | 8 | 7 | 88% | 1 | 13% | 1 | 13% | 11 |
| 36-50 Years | 19 | 18 | 95% | 1 | 5% | 3 | 16% | 28 |
| 51-70 Years | 27 | 25 | 93% | 2 | 7% | 3 | 11% | 33 |
| 70+ Years | 0 | 0 | | 0 | | 0 | | 0 |
| Total | 114 | 102 | 89% | 12 | 11% | 9 | 8% | 129 |

| North Kirra 24/25 Mid-Season | | | | | | | | |
|------------------------------|---------|----------|-----|----------|-----|-----------|-----|---------|
| Age Group | 2023/24 | Retained | | Left SLS | | Recruited | | 2024/25 |
| Under 6 | 12 | | | | | 15 | | 15 |
| Under 7 | 10 | 6 | 50% | 4 | 33% | 7 | 58% | 15 |
| Under 8 | 14 | 4 | 40% | 6 | 60% | 4 | 40% | 8 |
| Under 9 | 22 | 4 | 29% | 10 | 71% | 6 | 43% | 13 |
| Under 10 | 19 | 10 | 45% | 11 | 50% | 2 | 9% | 13 |
| Under 11 | 12 | 8 | 42% | 11 | 58% | 1 | 5% | 9 |
| Under 12 | 17 | 8 | 67% | 4 | 33% | 0 | 0% | 9 |
| Under 13 | 15 | 9 | 53% | 8 | 47% | 2 | 12% | 11 |
| Under 14 | 7 | 12 | 80% | 1 | 7% | 0 | 0% | 12 |
| Transitioned From JA | | 5 | 71% | | | | | |